

ABSTRACT OF THE DISCLOSURE

A display apparatus has a display unit having a matrix of multiple pixels, a divider to divide a field of a digital input video signal to be supplied to the display unit into a specific number of subfields, a memory storing a look-up table to be used by  
5 the divider for dividing the field into the subfields, the look-up table listing data for selectively turn on and off the subfields in accordance with gradation levels of the digital video signal, an image being to be displayed on the display unit when the subfields are selectively turn on, and a driver to drive the pixels of the display unit per specific number of subfields so that an image based on the digital input video  
10 signal is displayed on the display unit. The subfields are aligned in the look-up table in order of displaying the image. Display periods of the subfields become longer or shorter in order of displaying the image. The difference in display period between subfields becomes smaller per one subfield or per several number of the subfields as the display periods become longer. The difference in display period between  
15 subfields may be constant over the subfields.